

**Executive Summary for the BBA in Accounting**  
**Turner College of Business**  
**2013-2014**

**Major Findings of the Program's Quality and Productivity**

- The program's quality is deemed to be **very strong**.
- The College of Business is accredited by AACSB and received an extension of accreditation for five years in April 2014.
- Student learning indicators are **very strong** as evidenced by student achievement on nationally normed tests and major field assessments.
- The program's productivity is **above average** based on the CPR Committee review.

**List of Recommendations for Improving Program Quality**

- Fill three vacancies in accounting with academically qualified faculty.
- Recruit a professionally qualified accountant to deliver courses in personal and corporate tax.
- Seek and obtain separate Accounting Accreditation by AACSB.
- Offer additional courses allowing students to enroll in sufficient accounting hours to sit for the CPA exam.
- Improve classroom technology.
- Provide faculty/student development funds to expand research efforts.

**List of Recommendations for Improving Program Productivity**

- Explore mechanism to improve retention rates and graduation rates.
- Increase accounting support in the tutorial lab.

**Conclusions about the Program's Viability at CSU**

The program's viability is deemed above average and *we recommend that it be enhanced and expanded*.

This recommendation is made based on the quality of the curriculum and faculty, the program's productivity and cost efficiency, and on the strong potential for continued growth in demand for the program's graduates.

**Program Improvement Plan**

*Initiatives to Be Implemented*

- Seek to restore state funding for the Accounting faculty line lost to budget cuts.
- Recruit a professionally qualified accountant to deliver courses in personal and corporate tax.
- Implement program improvements to qualify for AACSB Accounting Accreditation.

- Provide advanced training for faculty and instructional design support to improve online course delivery.
- Develop stronger ties with the local accounting profession to increase scholarship, internship and employment opportunities for students.
- Track program graduates to improve overall program success.
- Increase course offerings to better prepare students for the CPA examination.
- Increase student engagement opportunities through organizations to improve RPG.
- Solicit private support to create accounting endowment.

### **Summary Recommendation and Supporting Rationale**

We recommend that the accounting program be enhanced and expanded. The major tends to attract many of the highest achieving students in the College. The opportunity for professional accreditation makes the major highly appealing. There is tremendous opportunity for growth. The College will seek private funding during the planned comprehensive campaign to endow the accounting program. This support will allow program enhancements needed to pursue AACSB accounting accreditation.